

Sports Spectators Tourism Reason When Attending Major Sporting Events: Euro Basket 2013, Koper, Slovenia

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Abstract

Sport tourism includes both tourists who travel for the purpose of participating or observing competitive sports, and those active in leisure or adventure activities. This paper will examine

the main reasons of sporting event spectators to visit Municipality of Koper, Slovenia through surveying those attending a major sporting event EuroBasket 2013. We have achieved this by gathering quantitative data via 326 questionnaires from international and domestic sport event tourism spectators who attended EuroBasket 2013 event in Municipality of Koper, Slovenia from 4th – 9th of September 2013. On the basis of the results of the survey it was found out that the reasons to visit the destination during the organization of EuroBasket 2013 are influenced by the country of residence of spectators and the age of respondents. The main results found from the study were that older tourist and those coming from non-neighbouring countries are more likely to visit the country organising a major event than younger tourists coming from neighbouring countries. The results of the research will somehow help regional and national tourism planners and event organizers when organizing future development of sporting events and the strategic planning of tourism products for different segments of sport event tourists in the region.

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